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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

		Application Number	09/834,500
		Filing Date	April 12, 2001
		First Named Inventor	Michael CRISTOFALO
		Art Unit	3622
		Examiner Name	Daniel LASTRA
Total Number of Pages in This Submission	58	Attorney Docket Number	559442004400

ENCLOSURES (Check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement (2 pages) <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Return Receipt Postcard Form PTO SB/08/a/b listing: * (63) US Patent Documents (not enclosed) * (14) Foreign Patent Documents * (2) Non Patent Literature Documents
		Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	MORRISON & FOERSTER LLP Jonathan Bockman - 45,640
Signature	
Date	March 4, 2005



Under the Paperwork Reduction Act of 1995, no person are required to respond to a collection of information unless it displays a valid OMB control number.

Effective on 12/08/2004.
Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

FEE TRANSMITTAL For FY 2005

<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27	Art Unit	3622
TOTAL AMOUNT OF PAYMENT	(\$) 180.00	Attorney Docket No. 559442004400

METHOD OF PAYMENT (check all that apply)

<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card	<input type="checkbox"/> Money Order	<input type="checkbox"/> None	<input type="checkbox"/> Other (please identify): _____
<input checked="" type="checkbox"/> Deposit Account	Deposit Account Number: 03-1952	Deposit Account Name: Morrison & Foerster LLP		

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

<input checked="" type="checkbox"/> Charge fee(s) indicated below	<input type="checkbox"/> Charge fee(s) indicated below, except for the filing fee
<input checked="" type="checkbox"/> Charge any additional fee(s) or any underpayment of fee(s) under 37 CFR 1.16 and 1.17	<input checked="" type="checkbox"/> Credit any overpayments

FEE CALCULATION

1. BASIC FILING, SEARCH, AND EXAMINATION FEES

<u>Application Type</u>	<u>FILING FEES</u>		<u>SEARCH FEES</u>		<u>EXAMINATION FEES</u>		
	<u>Fee (\$)</u>	<u>Small Entity</u>	<u>Fee (\$)</u>	<u>Small Entity</u>	<u>Fee (\$)</u>	<u>Small Entity</u>	<u>Fees Paid (\$)</u>
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

2. EXCESS CLAIM FEES

Fee Description

	<u>Small Entity</u>	<u>Fee (\$)</u>	<u>Fee (\$)</u>
Each claim over 20 or, for Reissues, each claim over 20 and more than in the original patent		50	25
Each independent claim over 3 or, for Reissues, each independent claim more than in the original patent		200	100
Multiple dependent claims		360	180

<u>Total Claims</u>	<u>Extra Claims</u>	<u>Fee (\$)</u>	<u>Fee Paid (\$)</u>	<u>Multiple Dependent Claims</u>
_____	- = _____	x _____	= _____	<u>Fee (\$)</u> _____ <u>Fee Paid (\$)</u> _____

<u>Indep. Claims</u>	<u>Extra Claims</u>	<u>Fee (\$)</u>	<u>Fee Paid (\$)</u>
_____	- = _____	x _____	= _____

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

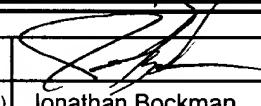
<u>Total Sheets</u>	<u>Extra Sheets</u>	<u>Number of each additional 50 or fraction thereof</u>	<u>Fee (\$)</u>	<u>Fee Paid (\$)</u>
_____	- 100 = _____	/50 _____ (round up to a whole number) x _____	= _____	

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other: 1806 Submission of an Information Disclosure Statement

180.00

<u>SUBMITTED BY</u>				
Signature		Registration No. (Attorney/Agent)	45,640	Telephone (703) 760-7769
Name (Print/Type)	Jonathan Bockman		Date	March 4, 2005

CERTIFICATE OF HAND DELIVERY

I hereby certify that this correspondence is being hand delivered to:
Commissioner for Patents, Alexandria, Virginia, 22313, on the date shown
below.

Dated: 3/4/05

Signature: Beth Mandel
(Beth R. Mandel)

PATENT
Docket No. 559442004400



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Michael CRISTOFALO

Serial No.: 09/834,500

Filing Date: April 12, 2001

For: SYSTEM AND METHOD FOR
TARGETING OBJECT ORIENTED
AUDIO VIDEO CONTENT TO USERS

Examiner: Daniel LASTRA

Group Art Unit: 3622

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. § 1.97 and § 1.98, Applicants submit for consideration in the above-identified application the documents listed on the attached Form PTO/SB/08a/b. Copies of the foreign and non-patent documents are also submitted herewith. The Examiner is requested to make these documents of record.

This Supplemental Information Disclosure Statement is being submitted after receipt of a first Office Action on the merits but before mailing of a final Office Action or Notice of Allowance. Accordingly, a Fee Transmittal form (PTO/SB/17) is attached to this submission in duplicate.

03/07/2005 SDENB001 00000125 031952 09834500

01/10/2005 00000125 031952 09834500

Applicants would appreciate the Examiner initialing and returning the Form PTO/SB/08a/b, indicating that the information has been considered and made of record herein.

The information contained in this Supplemental Information Disclosure Statement under 37 C.F.R. § 1.97 and § 1.98 is not to be construed as a representation that: (i) a complete search has been made; (ii) additional information material to the examination of this application does not exist; (iii) the information, protocols, results and the like reported by third parties are accurate or enabling; or (iv) the above information constitutes prior art to the subject invention.

In the event that the transmittal form is separated from this document and the Patent Office determines that an extension and/or other relief (such as payment of a fee under 37 C.F.R. § 1.17 (p)) is required, Applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952** referencing **559442004400**.

Dated: March 4, 2005

Respectfully submitted,

By:

Jonathan Bockman
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1650 Tysons Boulevard
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McLean, Virginia 22102
Telephone: (703) 760-7769
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Substitute for form 1449/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Application Number	09/834,500
(Use as many sheets as necessary)				Filing Date	April 12, 2001
Sheet	1	of	2	First Named Inventor	Mike CRISTOFALO
				Art Unit	3622
				Examiner Name	Daniel LASTRA
				Attorney Docket Number 559442004400	

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	1.	4,931,865	6/5/1990	SCARAMPI	
	2.	5,603,078	2/11/1997	HENDERSON et al.	
	3.	5,724,521	3/3/1998	DEDRICK	
	4.	5,724,567	3/3/1998	ROSE et al.	
	5.	5,748,186	5/5/1998	RAMAN	
	6.	5,771,307	6/23/1998	LÜ et al.	
	7.	5,771,381	6/23/1998	JONES et al.	
	8.	5,796,393	8/18/1998	MacNAUGHTON et al.	
	9.	5,819,261	10/6/1998	TAKAHASHI et al.	
	10.	5,832,496	11/3/1998	ANAND et al.	
	11.	5,848,396	12/8/1998	GERACE	
	12.	5,848,397	12/8/1998	MARSH et al.	
	13.	5,861,881	1/19/1999	FREEMAN et al.	
	14.	5,870,558	2/9/1999	BRANTON, JR. et al.	
	15.	5,878,223	3/2/1999	BECKER et al.	
	16.	5,913,040	6/15/1999	RAKAVY et al.	
	17.	5,918,009	6/29/1999	GEHANI et al.	
	18.	5,933,822	8/3/1999	BRANDEN-HARDER et al.	
	19.	5,999,664	12/7/1999	MAHONEY et al.	
	20.	5,999,929	12/7/1999	GOODMAN	
	21.	6,002,394	12/14/1999	SCHEIN et al.	
	22.	6,006,252	12/21/1999	WOLFE	
	23.	6,012,083	1/4/2000	SAVITZY et al.	
	24.	6,026,369	2/15/2000	CAPEK	
	25.	6,029,172	2/22/2000	JORNA et al.	
	26.	6,049,821	4/11/2000	THERIAULT et al.	
	27.	6,058,430	5/2/2000	KAPLAN	
	28.	6,064,438	5/16/2000	MILLER	
	29.	6,065,059	5/16/2000	SHIEH et al.	
	30.	6,102,969	8/15/2000	CHRISTIANSON et al.	
	31.	6,112,181	8/29/2000	SHEAR et al.	
	32.	6,112,192	8/29/2000	CAPEK	
	33.	6,112,212	8/29/2000	HEITLER	
	34.	6,119,165	9/12/2000	LI et al.	
	35.	6,122,647	9/19/2000	HOROWITZ et al.	
	36.	6,134,584	10/17/2000	CHANG et al.	
	37.	6,141,010	10/31/2000	HOYLE	
	38.	6,177,931	1/23/2001	ALEXANDER et al.	
	39.	6,192,340	2/20/2001	GUTFREUND et al.	
	40.	2001-0000537	4/26/2001	INALA et al.	
	41.	6,260,192	7/10/2001	ROSIN et al.	
	42.	6,266,649	7/24/2001	LINDEN et al.	
	43.	2001-013123	8/9/2001	FREEMAN et al.	
	44.	6,279,007	8/21/2001	UPPALA	
	45.	6,289,362	9/11/2001	VAN DER MEER	
	46.	6,298,330	10/2/2001	GARDENSWARTZ et al.	

Examiner Signature		Date Considered	
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MAR 04 2005

ALTERNATIVE TO PTO/SB/08a/b (06-03)

Substitute for form 1449/PTO				Complete if Known		
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Application Number	09/834,500	
(Use as many sheets as necessary)				Filing Date	April 12, 2001	
Sheet	2	of	2	First Named Inventor	Mike CRISTOFALO	
				Art Unit	3622	
				Examiner Name	Daniel LASTRA	
				Attorney Docket Number		559442004400

47.	6,317,722	11/13/2001	JACOBI et al.	
48.	6,327,574	12/4/2001	KRAMER et al.	
49.	6,330,592	12/11/2001	MAKUCH et al.	
50.	6,424,979	7/23/2002	LIVINGSTON et al.	
51.	6,425,012	7/23/2002	TROVATO et al.	
52.	6,442,590	8/27/2002	INALA et al.	
53.	6,457,010	9/24/2002	ELDERING et al.	
54.	6,459,427	10/1/2002	MAO et al.	
55.	6,466,929	10/15/2002	BROWN et al.	
56.	6,466,969	10/15/2002	BUNNEY et al.	
57.	2002-194589	12/19/2002	SHEEHAN et al.	
58.	6,510,466	1/23/2003	COX et al.	
59.	6,571,234	5/27/2003	KNIGHT et al.	
60.	6,578,025	6/10/2003	POLLACK et al.	
61.	6,606,657	8/12/2003	ZILBERSTEIN et al.	
62.	6,615,408	9/2/2003	KAISER et al.	
63.	6,698,020	2/24/2004	ZIGMOND et al.	

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)			
64.	EP-0424648-A2		5/2/1991		✓
65.	WO-98-23080-A2		5/28/1998	abstract	
66.	EP-0852443-A		7/8/1998	abstract	
67.	WO-98-29956-A2		7/9/1998	abstract	
68.	JP-10-222541		8/21/1998	abstract	
69.	EP-0901284-A		3/10/1999	abstract	
70.	WO-99-44159-A1		9/2/1999	abstract	
71.	EP-0952539-A2		10/27/1999		✓
72.	WO-99-55066-A1		10/28/1999	abstract	
73.	WO-00-045599-A		8/3/2000	abstract	
74.	WO-01-015357-A		3/1/2001	abstract	
75.	EP-1089201-A1		4/4/2001	abstract	
76.	GB-2356319-A		5/16/2001	abstract	
77.	EP-1111914-A		6/27/2001	abstract	

*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T ²
	78.	"RealSystem G2 Production Guide," 1998-2000, pp. 75-79			
	79.	"Overview," located at www.claria.com/companyinfo/ visited on February 10, 2005			

*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature	Date Considered
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va- 93057